LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 4320—J.D. SADDLE—LG—Req. No. 60199—4/c—Page—9⅞ x 12 in.—Rolling Stone, 1978 (A)
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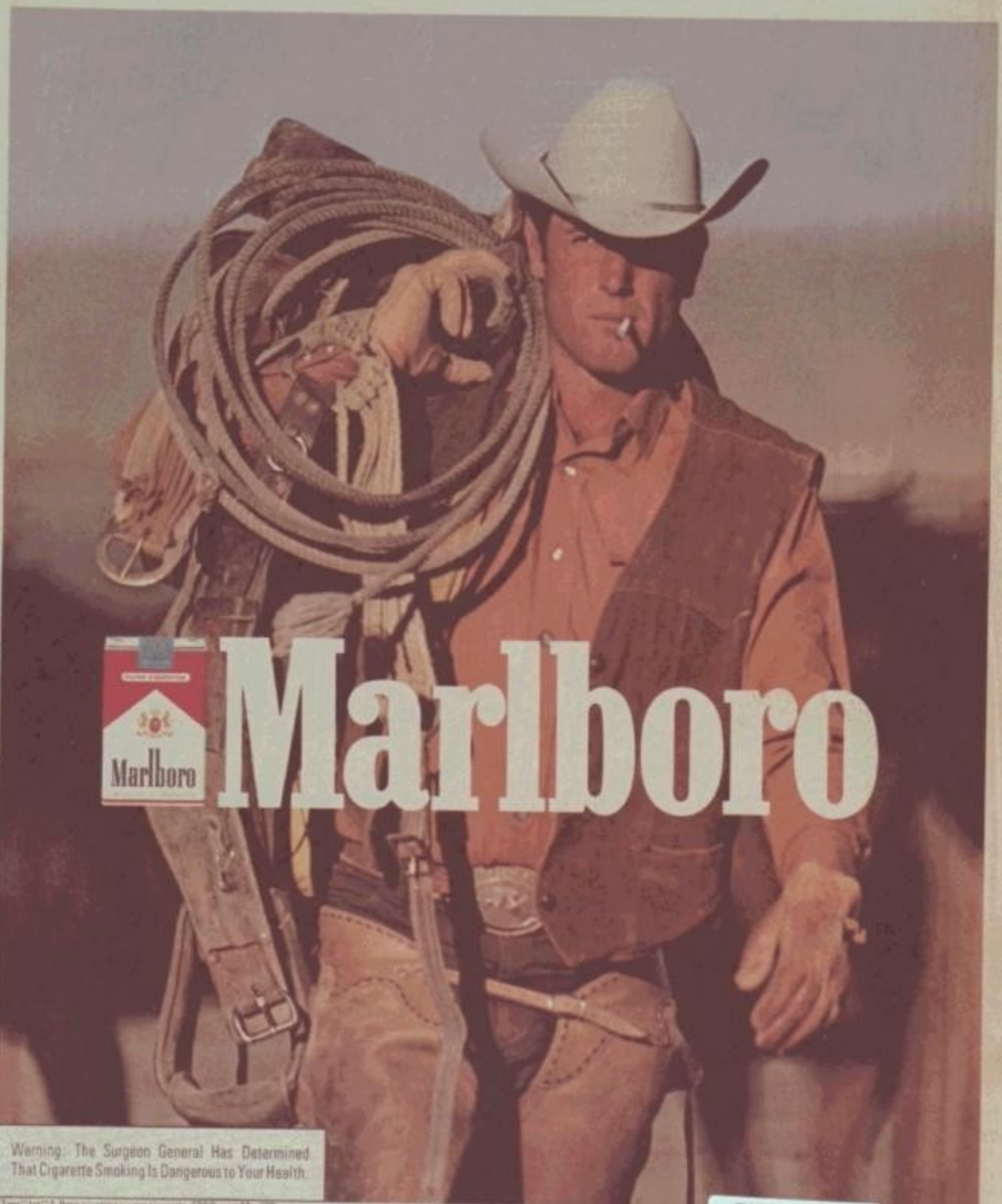

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

17 mg "tar," 1.0mg nicotine av. per cigarette, FTC Report May '78

Source: https://www.industrydocuments.ucsf.edu/docs/pfjn0003
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